

MINUTES

April 14, 2009 • 7 p.m.
Board room, Talley Student Center, fourth floor

CALL TO ORDER

OLD BUSINESS

1. Approval of minutes of March 10, 2009. The minutes were approved unanimously.
2. Hiring of student leaders
 - o *Technician* (Ty Johnson) — Bob Ashley asked about the beat system. Ty said there had been some resistance to establishing beats and problems with staff turnover. The problem all goes to issues with recruitment and retention. However, he said it would be a priority for fall. Ty said beats help with retention in sports. He said he hopes to establish a culture of beats. Ty also pointed out that problems with volleyball coach Charita Stubbs continue. She refused an interview with the *Technician* reporter at a spring game saying, "As long as I'm at N.C. State, you guys are never talking to me again." Staff members have been working to build a rapport with her but have been unsuccessful. Board members accepted Ty's revised position paper unanimously.
3. Senior student staff grade/full-time student status update NOTE: May require executive session to discuss personnel action.

NEW BUSINESS

1. 2009-2010 budget draft (PDF version of the draft ATTACHED)
 - o Budget update as of March 31, 2009 — Joe attended a meeting with other campus student leaders to discuss problems with being able to spend student fee monies and income raised by students. He said they came to some agreement that the student groups should be able to spend the non-state funds as they have been able to in the past as part of their agreement with the student body. He said Jay Dawkins and others are drafting a letter to Tom Stafford, vice chancellor for Student Affairs, to make the student position clear. He said no other North Carolina universities are facing such restrictions. Joe said the students feel like they have a "contract" with the students who pay the fees and need to be able to fulfill those obligations. He will give Board members a copy of the letter after it is drafted.
2. Election results ([CLICK HERE](#))
3. Hiring of student leaders
 - o *Nubian Message* (Demi Olubanwo) — Board members voted unanimously after a motion by Joe and second by Saja to waive the grade and/or full-time status requirement for Demi and to allow him to develop a one-semester work plan after which time he must meet the minimum requirements to serve as editor or he will be dismissed. Demi said he stays busy with obligations to the *Nubian Message*, his fraternity and school but that if hired would make the *Nubian Message* his priority. His primary goals would be to increase readership, to work with organizations that have expressed an interest in advertising, and to foster

relationships with other Student Media staff members. He is enrolled in a copyediting class this summer. After a motion by Phil and a second by Saja, the Board unanimously approved hiring of Demo Olubanwo as editor of the *Nubian Message*.

REPORTS

1. Agromeck – In addition to the written report, Coop gave Board members a chart showing sales by week. The chart showed that the marketing efforts of the staff have been effective. Sales spiked after e-mail blasts and the mailing of postcards after each deadline. He also noted that sales have gone up significantly in the last part of the spring semester and that after the books are delivered on April 14-15 to those people who pre-ordered a copy, people can only buy them in the NCSU Bookstore.
2. Americana – Because Americana was removed from the Constitution, this is the last time it will appear in the report and the budget line item for it can be removed.
3. The Nubian Message – Keisha said she good feedback from the all-color Pan-African Week issue.
4. Technician
 - Board members discussed an article in the *Technician* that was taken from the *New York Times* as part of a group of articles on the Science & Tech page that had been taken from various sources, including the *New York Times*, cnn.com and cnet.com. Although the Technician version was changed slightly and did contain a “source: New York Times,” Board members remained concerned that the byline was taken off and that the entire article was re-published without any permission.
 - Phil Zachary said although copyright issues may not be really clear, “It’s intellectual property and you just stole it.”
 - Dean Phillips said the world has become a world of paraphrasing, but this isn’t paraphrasing.
 - Bob Ashley said the NCSU Student Media needs to hold the line on intellectual property theft, appropriately crediting material and generating original content.
 - Saja said she has discussed the individual with the staff member involved and will write up a warning to that individual and will discuss with the staff the importance of quality reporting, verifying of facts by multiple sources and not just copying material off Web sites.
 - Bradley said they would work during the summer to develop training for the staff members and an appropriate discipline policy to handle such problems.
5. Windhover
6. WKNC 88.1fm – WKNC is back broadcasting at full power. Engineers found moisture in the transmission line. They have filled up the nitrogen tanks to help remove the moisture and to keep it out. Hiring of the people to come find the problem cost more than \$2,500 for one day’s work.
7. Society for Collegiate Journalists
8. Budget update
9. Technology update

EXECUTIVE SESSION

The Student Media Advisory Board may adjourn into executive session to discuss matters of litigation, potential litigation or personnel.

ADJOURN

REPORTS

Due by April 7 at noon

AGROMECK

(submitted by John Cooper Elias, editor)

Revenue — As of April 6, we have sold 164 books, up from 110 at the last board meeting. This not only exceeds our budgeted goal of 100, but it also makes up for the lost revenue from ad sales being down. We decided to offer all Student Media staff members the opportunity to buy a discounted book. We set up tiered discounts, rewarding people who contributed more to the book with a larger discount. We decided to offer the discounts since we had exceeded sales goals and thought it would be better to sell the books at a discounted price than have them sitting in the archives.

Personnel

- We are working to get the senior staff set for next year. Bryant accepted applications for managing editor, photo editor, assignments editor and design editor. He received one for managing editor and design editor, and one person has expressed interest in applying for photo editor. I think he is set to have a strong senior staff.
- We are discussing the possibility of hiring a copy editor to do some of the work that my assignments editor did, while the rest of that job would be absorbed by editor and managing editor.

Deadlines — The staff met the final deadline of completing the book by March 13. More than half of the pages were sent in early to help speed up the final production of the book in the plant.

Senior Class Council Partnership — 47.8 percent voted that they did not support any increase for the yearbook referendum. However, 52.2 percent voted that they supported some increase (31.3 percent voted for the 100 percent increase and 20.9 percent voted that they supported a 50 percent increase). Hopefully we will be able to use those results with the fee committee to say that a majority of the students supported some increase for the yearbook to fund a program to give free books to seniors.

Progress toward goals

- Our target date to have the book delivered was April 17. Because we were able to get everything in the plant soon enough, they were able to turn the books around very quickly.
- We received the first “preview copy” on March 31, and the full shipment of books arrived April 6.
- The online sales site will shut down at 5 p.m. on April 9.
- We have set our on-campus distribution dates as April 14 and 15.
- As stated in our compact plan, I have tracked deadline progress and sources (see included charts). We ended with 2,408 people, advertisers or groups indexed in the book, exceeding our goal of having at least 2,000.

Deadline	# of sources	# of pages	Avg. sources per page
1	545	100	5.45
2	312	38	8.21053
3	219	30	7.3
4	294	40	7.35
5	101	21	4.80952
6	221	48	4.60417
7	983	43	22.86047

Deadline	date of deadline	# of pages due	# of pages sent	% submitted
1	09/19/08	112	100	89.29%
2	10/17/08	40	38	95.00%
3	11/25/08	48	30	62.50%
4	12/17/08	20	40	200.00%
5	01/23/09	20	21	105.00%
6	02/20/09	48	48	100.00%
7	03/13/09	32	43	134.38%

NUBIAN MESSAGE

(Submitted by Kishea Phillips, editor)

Revenue — We have sold one ad since the last Board meeting. It was printed in issue 20.

Expenditures — For the April 8 issue, we ordered color. Adviser Bradley Wilson said this was fine since the money was available in the budget.

Personnel — There have not been any significant staff changes. We have 25 active students on staff.

Training — The staff went through training on March 20. Bonitta Best, editor for the Triangle Tribune came and spoke to the staff about operating and working with an alternative weekly. She was able to shed light on many of the challenges that black newspapers as well as weekly

newspapers face and offer solutions and different methods to deal with those challenges. I determined that the training was effective because according to evaluation forms submitted after the training, two out of 13 students found the training extremely helpful and seven out of 13 students found the training very helpful. Students said that they learned about the career opportunities available in journalism, how to respond to challenges and criticisms that come in working with alternative newspapers, how to be flexible, how to not give up and persevere when circumstances become challenging and how weekly newspapers are their own type of publication and should not strive to be like daily publications.

Technology — We have not had any problems with technology.

Coverage — To improve our coverage we are continuing to use methods that have worked throughout the year, such as pay attention to landmark campus events such as the annual campus event Pan-Afrikan Festival, as well as events, topics and news stories that students express interest in. We have been working to report on topics both interesting and important to students on campus through responding to faculty and student submitted topic ideas, brainstorming and using campus resources to find out what's happening on campus that may have been overlooked and deserves coverage.

Deadlines — The staff has had more trouble meeting deadlines for these past few issues than they have had all year. However, this is a trend we see towards the end of the year. For issue 20, 7 out of 10 articles were submitted on time (70 percent), however, for issue 20, four out of eight articles were submitted on time (50 percent) and for issue 21 four out of 10 student articles published were submitted on time (40 percent).

Ethics/Legal issues — We haven't had any ethical dilemmas or corrections since the last Board meeting.

Progress toward goals — We continue to incorporate student sources in each news article, as well as to publish and to distribute on time.

TECHNICIAN

(submitted by Saja Hindi, editor)

Budget — We are still pushing to have our Student Media end-of-year picnic to recognize people who have spent countless hours working for each of the media and will hopefully get that approved. Otherwise though, there are not any expenditures out of the ordinary.

Personnel — As discussed in my e-mail, our sports editor had to step down to an assistant position due to duties he needed to take care of pre-graduation. Daniel Ellis, the deputy sports, stepped in as interim sports editor and applied to continue to being sports editor for the remainder of the year.

Training — Since the last board meeting, we've had several trainings. Dean Phillips came and spoke to the new news and viewpoint writers on interviewing techniques and participants had a

chance to do mock interviews as well. It was really informative and the writers enjoyed it. Bob Ashley came and spoke to the editorial board after a budget meeting about credibility and coverage of controversial topics, which was also well received. We discussed a variety of issues Technician has faced in the past and is facing today. And finally, we conducted a mock shooting exercise for all staff members who were interested. We had about 30 people show up to the training, including members from Wolf-TV, and told them they would be covering a breaking news incident. We carried out the training as if it were real, with actors playing University officials (old Student Media members and some current), props showing “victims” of the “shooting.” Participants were split up into groups and had their own “Web sites” where they produced content — stories, video, audio, photos, timelines, etc. Everyone seemed to really enjoy and benefit from the training. We saved screenshots of each of the Web sites.

Technology — These past few months have been great for technicianonline.com. We’ve worked on a lot of multimedia projects, including an interactive voter’s guide for the student body elections, video clips from Wolf-TV of various events like Freeze the Brickyard and Grains of Time, interactive features content, audio slideshows, interactive Hillsborough Street Renaissance map, and others. College Publisher seems to be working a little faster, which is always good news, but we are still working with the limitations it has like not being able to create our own online calendar for users to add events to.

Coverage — Coverage of different areas of campus and groups has been a lot more diverse. We’ve, of course, continued to cover the impact of the budget crisis on the University, among other topics. Our bi-weekly Focused section has been a lot more in-depth and planned out, which really helped readers delve into an important issue. We also covered Playboy coming to campus, which created a lot of controversy, but the staff handled the whole situation really well.

Deadlines — The staff, as always, has been improving with making deadlines. On Sundays, we’ve gotten to the point where pages are sent by around 9 p.m. Although this was originally because we had an ad insert one Monday and pages had to be sent to the News and Observer earlier, we’ve met this early deadline also on a night when we didn’t have the ad insert and hope to continue to do so.

Ethics/Legal issues — The ethical issues we’ve dealt with have included our coverage of Playboy mostly this month. A lot of this is tied to how Technician covered the event four years ago, but again, the staff handled it in a mature way and we still covered it fully.

Progress toward goals — Ty is working to take on more managerial duties to help out with production and prepare for next year. All the editors are working on training and encouraging some of their staff members to apply for positions for next year, though most of the training for those individuals will probably take place in the summer when they have the chance to be a lot more hands-on. Although there are only a few weeks of the semester, everyone is still working to make sure each paper is planned out and well-done and we’ve started working on the exam week issue.

WINDHOVER

(submitted by Joe Wright, editor)

All is well in the *Windhover* camp. We have received the *Windhover* books and are awaiting the CD. We received the books on April 2, one day before the deadline for delivery. The total price of the books was \$20,000, and we printed 2,500 copies.

Now, on to awaiting the CD. This will cost us \$1,100 for production and delivery. We encountered several difficulties with discmakers this year that were not encountered last year. They first would not accept our design, and then wouldn't accept our artist agreements. Once we resolved all the conflicts, our production manager was sick for two days and didn't begin the job until she returned. We now will not have our CDs until April 13. According to the Compact Plan submitted to University officials last year, the original deadline for a reception was April 12 and for distribution is April 17. We're going to have to have the reception on April 19. When the CD's arrive we will stuff them over the nights of the April 13-15. We will distribute the vast majority of the magazines on the Brickyard from 11 a.m. – 1 p.m. on April 15, the same time as Agromeck yearbook distribution. We are going to hold an unofficial "handout party" outside of Brooks on the April 19. We will save the remainder to foster attention in the reception at the end of the year.

That being said, mark your calendars for an April 19 book celebration at 7 p.m. on the third floor of Witherspoon.

Overall this year was a success. We saw large numbers of submissions on all fronts. The exact number of submissions is, unfortunately, forever lost to history as a result of an email client switch that inadvertently deleted all record of the submissions. We did go over budget on the line item for production, but came in significantly under budget in nearly every other category. This was not the result of slackness, but rather a planned "give and take," because production and putting books in people's hands is what is most important for *Windhover*.

Helen and I have begun conversations about the future of the book and how we plan to drastically alter our Web presence over the summer. I would like to leave her with the advice to continue to increase the relevancy of *Windhover* to our campus, therein is our salvation in years to come. To those she will work with next year, remember slow and steady wins the race and that two birds in the bush are worth one in the hand.

I would like to publicly acknowledge our staff in this final board report:

- Megan Jett – Design Editor
- Helen Dear – Designer
- Shaade Oliveros-Tavares – Designer
- Lena Bondar – Production Assistant

I would like to thank our staff for all that they've done over the last year. As the book explains, they are really wholly responsible. I would also like to thank the board for the wise counsel you have provided over the last two years. I wish you each the best and thank you for putting up with me.

WKNC

(submitted by Mike Alston, general manager)

Transmitter problems — Just after our Double Barrel Benefit (early February), our engineers observed strange fluctuations in the transmitter. After losing signal intermittently for a few days, they made the decision to run at 10 percent power (2500 Watts). Since that time, they have been working to eliminate all possible points of failure.

The current belief is that the problem either exists within the transmission line itself or with the antenna. Originally, the engineering team planned to investigate the antenna April 6, but weather was not on our side. They changed the date to April 9. They will be disassembling the antenna, and WKNC will be off the air terrestrially (but still streaming online) for an undetermined amount of time. The engineers are hopeful the problem will be something as simple as a dead squirrel or burned out element. They have alerted the antenna manufacturer that we may need priority shipping if a particular fix is discovered.

On March 6, WKNC filed for a special temporary authority to operate with reduced power. The FCC granted this STA through June 10. Additionally, we are required to notify the FCC when WKNC returns to normal operation.

Coverage — On March 23, WKNC featured a special edition of public affairs program State of State: we broadcast the first annual Wolf TV Student Body Debate. We publicized the 2-hour debate on our blog and posted the audio clips from the debate on our blog within 30 minutes of the debate's conclusion.

Staffing — The following is the staff list as of April 7:

- *Program Director*: Kyle Robb for a period long enough to get Thomas Anderson trained, at which time, it will be Thomas Anderson.
- *Operations Manager*: Ash Garg, effective in a period of two weeks to a month.
- *Personnel Director*: Jeremy Leonard
- *Student Engineer*: Austin Page
- *Daytime Music Director*: Jenna St.Pierre
- *Afterhours Music Director*: Sean McKee
- *Underground Music Director*: Hosea Banks, effective at the end of the spring semester
- *Chainsaw Music Director*: Rich Gurnsey
- *Asst. Daytime Music Director*: John Hubbard
- *Daytime Music Asst.*: Lucia Moser
- *Local Music Director*: Adam Kincaid, effective at the end of the spring semester
- *Assistant Local Music Director*: Rachel Sloane
- *Promotions Director*: Melissa Poston, effective at the end of the spring semester
- *Blog Editor*: Maggie Luckadoo
- *Production Manager*: Carter Neely, effective at the end of the spring semester
- *Creative Services Manager*: Mikey Perros
- *Audio Resources Manager*: Liz Cervantes
- *Public Affairs Director*: Saja Hindi
- *Librarian*: Chris Cioffi

- *Copywriter(s)*: Brandon Nichols

SOCIETY FOR COLLEGIATE JOURNALISTS

(submitted by Helen Dear)

This semester, N.C. State's chapter of the Society for Collegiate Journalists welcomed four new members. Meredith Faggart (NCSU Student Media staff photographer), May Chung (Nubian Message Mind, Body & Soul editor, WKNC DJ), Megan Myers (WKNC DJ), Luis Zapata (NCSU Student Media staff photographer), and Dreier Carr (Technician photo editor and NCSU Student Media staff photographer) joined SCJ this semester.

In February, SCJ held a panel discussion about free speech, motivated by the two Free Expression Tunnel incidents this semester. Sylvia Adcock, Jack Betts, Cash Michaels, and Mike Tadych all participated in the F***! Speaking Out For Free Expression panel, which was moderated by Dr. Robert Kochersberger. These panelists debated free speech as it affects students, the media, and how it shaped their past journalism experiences. The panel was a Scholars event, which brought in a good amount of students. SCJ members also handed out blue ribbons at the panel, which were symbols of a movement protecting online free speech. The panel was controversial at times, which made for some interesting debate. The audience participated by submitting questions for the panelists to answer. The feedback we received was mostly positive, and we have some ideas on how to improve for future panels.

In March, SCJ celebrated Sunshine Week, a week-long event that promotes awareness of the importance of open government and freedom of information. These ideals are important to SCJ, so members spread the word on campus by passing out fliers and candy in the Free Expression Plaza.

SCJ is working on revamping its Web site. With Fred Eaker's help, they plan on having the Web site as a resource for members, potential members, and an outside audience. Pages on the Web site will include a calendar, summaries and photos of past events, and biographies of members. The Web site will also have a blog section (similar to the WKNC blog), where members can post and share journalism-related links and photos. We hope to have the Web site up and running by the end of the semester.

BUSINESS OFFICE

(submitted by David Mason, manager)

Revenue — Technician revenues continue to be positive, as we had our best week the week of March 23. The Housing Guide assisted nicely in March revenue. We were able to make more money on that special issue than we did in last year's issue. WKNC revenues have been sliding over the past couple months, so we are trying to push it more by encouraging the sales team to communicate with WKNC staff members to get tips on what kind of businesses might have interest in sponsoring specific shows.

Personnel — The only personnel change to announce is that we have hired Sam Daughtry to be a WKNC sales specialist. He has significant sales experience and is involved with WKNC as well. Adding him to the team is expected to help our sponsorship sales greatly.

Events – Our major event of the past month was the Housing Fair. Everyone from the business office participated and it was a big success. Several of our clients said that it was the best housing fair they have been a part of. Between the two days of the fair, our housing clients had access to nearly 1,000 students who attended the fair. Events like this are the perfect place to strengthen relationships with customers and build the Student Media brand.

Goals — We look forward to finishing the semester strong. The sales team will continue to work on local sales and picking up WKNC sales.

Week	Prospects	Meetings	Contacts	Sales
1	3	2	23	\$1,407.00
2	10	6	28	\$4,034.92
3	10	7	30	\$9,490.64
4	10	4	37	\$6,832.64
5	9	4	35	\$2,302.95
6	14	3	41	\$1,938.00
7	12	4	42	\$2,741.48
8	10	2	36	\$2,365.55
9	12	5	41	\$4,723.06
10	12	3	38	\$3,495.77
11				
12				

BUDGET UPDATE

As of April 3, 2009

- *Technician* advertising billed: \$329,090.92
- *Technician* projections for collections: \$309,054.56
- *Technician* budgeted income to date: \$290,115.00
- *Technician* actual expenditures to date: \$254,971.81
- *Nubian Message* local advertising sold to date: \$829.20
- *Agromeck* local advertising sold to date: \$0
- *Agromeck* total advertising sold to date: \$9,750 (of \$12,000 budgeted; 81 percent; \$2,250 loss)
- *Agromeck* book sales to date: 164
- WKNC non-fee income to date: \$36,400.67

PDF of monthly report is ATTACHED

TECHNOLOGY

- Student Government Election coverage generated significant traffic for *Technician*, *Nubian Message* and [WolfTV](#).
- Coverage of Playboy's presense on campus also generated significant traffic for *Technician*.
- The Hillsborough Street Renaissance Interactive Map generated significant traffic to files.technicianonline.com.
- WKNC's use of Twitter and Facebook generated significant referral traffic.
- WKNC has over 600 fans on Facebook, of which 39% are between 18-24 years old, and 36% between 25-34.
- WKNC has 247 followers on Twitter.

PDF version of the technology report is ATTACHED

A historical comparison of web statistics is ATTACHED

ELECTION RESULTS

Student Media Board of Directors

Eligible Voters 30,815

Voters Casting Ballots 6,740 (21.9%)

Non-blank Ballots 4,905

- Al S McArthur 4,892 99.7%
- David Johnston Behuniak 13.0 0.3%

Proposition 409-2 — Amendment to Student Media Constitution

Remove Americana

Voters Casting Ballots 6,740 (21.9%)

Non-blank Ballots 5,329

- Yes 4,582 86.0%
- No 747 14.0%

Proposition 909-26 — Increase Fee for Student Publications

Yearbook fee increase

Voters Casting Ballots 6,740 (21.9%)

Non-blank Ballots 5,861

- 0% (\$0) 2,801 47.8%
- 100% (\$1) 1,837 31.3%
- 50% (\$0.50) 1,223 20.9%

Proposition 909-27 — Increase Fee for Student Publications

Status quo fee increase

Voters Casting Ballots 6,740 (21.9%)

Non-blank Ballots 5,745

- 0% (\$0) 2,503 43.6%
- 100% (\$0.50) 2,125 37.0%
- 50% (\$0.25) 1,117 19.4%

A RESOLUTION

STUDENT PUBLICATIONS FEE

WHEREAS, the NCSU Student Media voluntarily accepted a \$1.50 fee decrease in 2005 and has been able to maintain service since that time; and,

WHEREAS, the increased assessment of University fees now necessitate additional revenue to maintain the current level of service; and,

WHEREAS, the Agromeck yearbook desires to provide copies to some graduating seniors free of charge;

WHEREAS, the NCSU Student Media receive no summer fee monies despite providing a weekly edition of the Technician during the summer, 24/7/365 operation of the student radio station WKNC and year-round yearbook coverage; now, therefore be it

RESOLVED, that the Student Media Board of Directors supports the addition of a non-binding referendum on the spring 2009 ballot to assess student support for the fee increases;

RESOLVED, that the Student Media Board of Directors supports the addition of a summer fee of \$1/student credit hour;

RESOLVED, that the Student Media Board of Directors supports the additional increase of a student fee assessment during the fall and spring terms of \$1/student to be dedicated to the production of the Agromeck yearbook so that copies can be provided free to some graduating seniors; and

RESOLVED, that the Student Media Board of Directors supports the additional increase of a student fee assessment during the fall and spring terms of up to \$0.75/student to be used to maintain operational levels at current levels.

Passed by the Student Media Board of Directors

February 10, 2009

BALLOT WORDING

According to the University Cashier's Office, students currently pay a Student Publications Fee "of \$15.00 which is used to defray the cost of the various campus-wide student publications. At present, these include two student newspapers, a yearbook, a radio station, and 'The Windover' (a literary magazine)." This fee was decreased in 2005 by \$1.50 and is now \$15.00. Student Media and the Senior Class Council has proposed an increase in this fee in the amount of \$1.00 dedicated to the production of the Agromeck yearbook so that copies can be provided free to some graduating seniors. Student Media and the Senior Class Council wants your opinion on this proposal. Please rank your preferred funding for this increase request.

Option 1 Full Request \$1.00

Option 2 Partial Request \$0.50

Option 3 No Increase \$0.00

According to the University Cashier's Office, students currently pay a Student Publications Fee "of \$15.00 which is used to defray the cost of the various campus-wide student publications. At present, these include two student newspapers, a yearbook, a radio station, and 'The Windover' (a literary magazine)." This fee was decreased in 2005 by \$1.50 and is now \$15.00. Student Media has proposed an increase in this fee in the amount of \$0.50 to be used to maintain operations at the current level. Student Media wants your opinion on this proposal. Please rank your preferred funding for this increase request.

Option 1 Full Request \$0.50

Option 2 Partial Request \$0.25

Option 3 No Increase \$0.00

The Student Media Constitution requires that amendments to the Constitution be approved by the student body. One of the Student Media, Americana, has not published since 2006. The online mission of Americana has been absorbed by the Technician, Windhover literary and arts magazine and WKNC 88.1fm. The Student Media Board of Directors has approved removal of the Americana from the Constitution and requests approval by the student body.

Yes removes section 3.2, "Americana."

No retains section 3.2, "Americana."

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: July 1, 2009
 PERCENTTHROUGH FISCAL YEAR: 0%

209 AMERICANA		
Budget	Actual	Percent
Payroll	\$ -	0%
Supplies	\$ -	0%
Leadership Developm	\$ -	0%
Current Services	\$ -	0%
Fixed Charges	\$ -	0%
TOTAL	\$ -	#DIV/0!
Income	\$ -	#DIV/0!

201 AGROMECK		
Budget	Actual	Percent
Payroll	\$ 17,304.06	0%
Supplies	\$ 2,760.00	0%
Leadership Developm	\$ 1,712.00	0%
Current Services	\$ 72,394.00	0%
Fixed Charges	\$ 1,310.91	0%
TOTAL	\$ 95,480.97	0%
Non-Fee Income	\$ 29,950.00	0%
Fee Income	\$ 13,849.84	3.61%
TOTAL	\$ 43,799.84	0%

207 NUBIAN MESSAGE		
Budget	Actual	Percent
Payroll	\$ 7,576.25	0%
Supplies	\$ 400.00	0%
Leadership Developm	\$ 655.00	0%
Current Services	\$ 7,230.16	0%
Fixed Charges	\$ 429.29	0%
TOTAL	\$ 16,290.70	0%
Non-Fee Income	\$ -	#DIV/0!
Fee Income	\$ 16,290.70	4.63%
TOTAL	\$ 16,290.70	0%

202 TECHNICIAN		
Budget	Actual	Percent
Payroll	\$ 114,155.29	0%
Supplies	\$ 5,680.11	0%
Leadership Development	\$ 4,021.92	0%
Current Services	\$ 223,739.00	0%
Fixed Charges	\$ 4,594.16	0%
Grant	\$ 7,000.00	0%
Capital Outlay	\$ -	#DIV/0!
TOTAL	\$ 359,190.49	0%
Non-Fee Income	\$ 359,034.25	0%
Fee Income	\$ 156.24	1.34%
TOTAL	\$ 359,190.49	0%

203 WINDHOVER		
Budget	Actual	Percent
Payroll	\$ 4,850.00	0%
Supplies	\$ 1,110.00	0%
Leadership Development	\$ 75.00	0%
Current Services	\$ 19,250.00	0%
Fixed Charges	\$ 468.23	0%
TOTAL	\$ 25,753.23	0%
Fee Income	\$ 25,753.23	6.91%
TOTAL	\$ 25,753.23	0%

204 WIKNC		
Budget	Actual	Percent
Payroll	\$ 44,821.50	0%
Contracted Services	\$ 7,400.00	0%
Supplies	\$ 7,377.85	0%
Leadership Development	\$ 1,591.92	0%
Current Services	\$ 7,040.00	0%
Fixed Charges	\$ 3,063.97	0%
Capital Outlays	\$ -	0%
TOTAL	\$ 71,295.24	0%
Non-Fee Income	\$ 54,500.00	0.00%
Fee Income	\$ 14,795.24	5.38%
TOTAL	\$ 69,295.24	0.00%

OVERALL		
Budget	Actual	Percent
Payroll	\$ 488,280.70	0%
Supplies	\$ 24,827.96	0%
Leadership Development	\$ 11,055.84	0%
Current Services	\$ 340,694.16	0%
Capital Outlays	\$ -	#DIV/0!
Contracted Services	\$ 7,400.00	0%
Fixed Charges	\$ 13,302.49	0%
Grant	\$ 7,000.00	0%
TOTAL EXPENSES	\$ 892,567.14	0%
Fee Income	\$ 395,397.12	0%
Non-Fee Income	\$ 443,484.25	0%
TOTAL INCOME	\$ 838,881.37	0%

Net Profit/Loss	\$ (53,679.77)	\$ -
Current reserve	\$ 222,415.00	
Budgeted Reserve Transfer	\$ 53,679.77	

205 GENERAL ADMIN		
Budget	Actual	Percent
Payroll	\$ 299,573.59	0%
Contracted Services	\$ -	#DIV/0!
Supplies	\$ 7,500.00	0%
Leadership Development	\$ 3,000.00	0%
Current Services	\$ 11,041.00	0%
Fixed Charges	\$ 3,435.92	0%
Capital Outlays	\$ -	#DIV/0!
TOTAL	\$ 324,550.51	0%
Non-Fee Income	\$ -	#DIV/0!
Fee Income	\$ 324,550.51	77.84%
TOTAL	\$ 324,550.51	0%

STUDENT MEDIA BUDGET VS. ACTUAL

DATE: March 31, 2009
 PERCENT THROUGH FISCAL YEAR: 75%

209 AMERICANA		
Budget	Actual	Percent
Payroll	\$ -	0%
Supplies	\$ -	0%
StaffDvlp./Travel	\$ -	0%
Current Services	\$ -	0%
Fixed Charges	\$ -	0%
TOTAL	\$ -	#DIV/0!
Income	\$ -	#DIV/0!

201 AGROMECK		
Budget	Actual	Percent
Payroll	\$ 13,468.42	76%
Supplies	\$ 2,900.00	15%
StaffDvlp./Travel	\$ 2,182.00	36%
Current Services	\$ 24,906.00	82%
Fixed Charges	\$ 753.61	43%
TOTAL	\$ 44,210.03	32,276.35
Non-Fee Income	\$ 29,500.00	27,462.42
Fee Income	\$ 14,710.03	14,946.60
TOTAL	\$ 44,210.03	42,409.02

207 NUBIAN MESSAGE		
Budget	Actual	Percent
Payroll	\$ 8,370.00	4,678.84
Supplies	\$ 450.00	-
StaffDvlp./Travel	\$ 655.00	0%
Current Services	\$ 9,010.61	6,323.79
Fixed Charges	\$ 384.54	0%
TOTAL	\$ 18,870.15	11,002.63
Non-Fee Income	\$ 1,000.00	829.20
Fee Income	\$ 17,870.15	18,157.53
TOTAL	\$ 18,870.15	18,986.73

202 TECHNICIAN		
Budget	Actual	Percent
Payroll	\$ 136,048.55	63,616.83
Supplies	\$ 5,680.11	5,405.43
StaffDvlp./Travel	\$ 8,593.84	3,908.87
Current Services	\$ 225,998.00	176,842.74
Fixed Charges	\$ 3,500.54	948.00
Grant	\$ 7,000.00	4,250.00
Capital Outlay	\$ -	-
TOTAL	\$ 386,821.04	254,971.87
Non-Fee Income	\$ 381,645.84	307,558.46
Fee Income	\$ 5,175.20	5,258.42
TOTAL	\$ 386,821.04	312,816.88

203 WINDHOVER		
Budget	Actual	Percent
Payroll	\$ 4,850.00	1,939.44
Supplies	\$ 1,160.00	18.49
StaffDvlp./Travel	\$ 75.00	-
Current Services	\$ 20,200.00	273.30
Fixed Charges	\$ 385.57	139.00
TOTAL	\$ 26,670.57	2,370.23
Fee Income	\$ 26,670.57	27,099.48
TOTAL	\$ 26,670.57	27,099.48

204 WNMC		
Budget	Actual	Percent
Payroll	\$ 38,301.00	23,298.69
Contracted Services	\$ 8,400.00	-
Supplies	\$ 11,085.00	7,337.19
StaffDvlp./Travel	\$ 2,121.92	1,181.47
Current Services	\$ 5,190.92	4,391.62
Fixed Charges	\$ 4,028.67	3,297.00
Capital Outlays	\$ -	-
TOTAL	\$ 69,127.51	39,505.97
Non-Fee Income	\$ 48,350.00	36,400.67
Fee Income	\$ 20,777.51	21,111.64
TOTAL	\$ 69,127.51	57,512.31

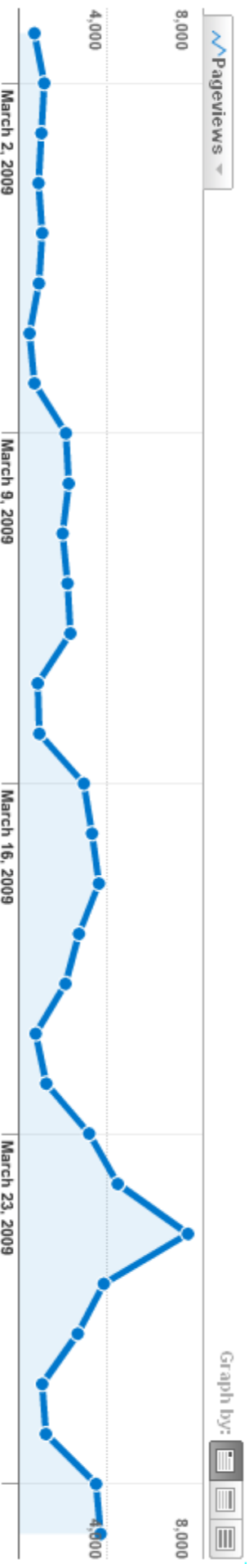
OVERALL		
Budget	Actual	Percent
Payroll	\$ 482,480.47	324,765.89
Supplies	\$ 26,275.11	25,220.38
StaffDvlp./Travel	\$ 18,627.76	8,266.56
Current Services	\$ 298,121.53	217,669.09
Capital Outlays	\$ 19,833.34	19,833.33
Contracted Services	\$ 9,400.00	-
Fixed Charges	\$ 10,111.84	5,364.00
Grant	\$ 7,000.00	4,250.00
TOTAL EXPENSES	\$ 871,850.05	601,119.25
Fee Income	\$ 386,130.00	392,339.62
Non-Fee Income	\$ 460,495.84	357,077.15
TOTAL INCOME	\$ 846,625.84	749,416.77
Net Profit/Loss	\$ (25,224.21)	148,297.52

Budgeted Reserve Transfer	\$ 25,224.21	
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205 GENERAL ADMIN		
Budget	Actual	Percent
Payroll	\$ 281,442.50	220,936.19
Contracted Services	\$ 1,000.00	-
Supplies	\$ 5,000.00	12,031.07
StaffDvlp./Travel	\$ 5,000.00	2,391.35
Current Services	\$ 12,816.00	9,395.26
Fixed Charges	\$ 1,058.92	655.00
Capital Outlays	\$ 19,833.34	19,833.33
TOTAL	\$ 326,150.76	265,242.20
Non-Fee Income	\$ -	115.43
Fee Income	\$ 300,572.90	305,406.62
TOTAL	\$ 300,572.90	305,522.05

technicianonline.com

67,628 Pageviews



Wednesday, March 25, 2009

7,719 pageviews

['Playboys' visit sparks words of support and disgust](#)

532 pageviews (6.89%)

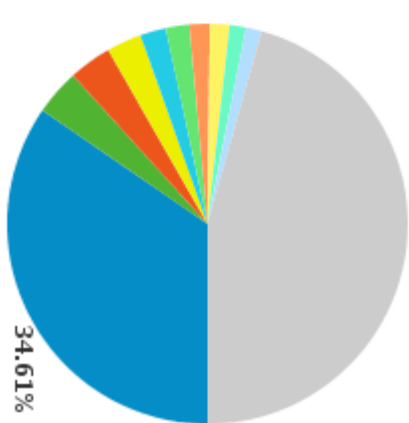
[Election Central 2009](#)

505 pageviews (6.54%)

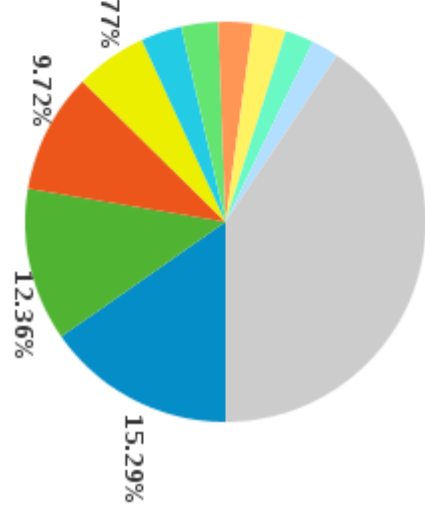
[Ceresnak takes top office](#)

502 pageviews (6.5%)

Pageviews by Content

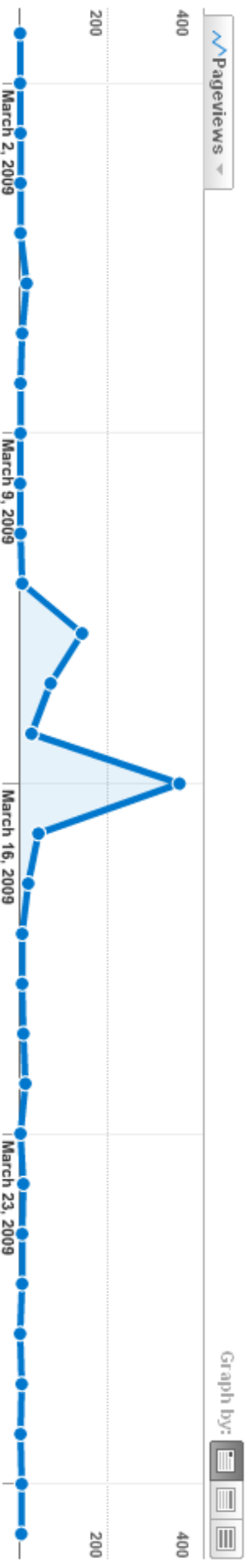
Page Title	Pageview	Pageviews	Page Title contribution to total:
1. Technician	23,408	34.61%	
2. Technician - Viewpoint	2,492	3.68%	
3. Technician - News	2,343	3.46%	
4. Technician - Sports	1,904	2.82%	
5. Technician - Features	1,414	2.09%	
6. Technician - Classfields	1,277	1.89%	
7. Technician - Election Central 2009	1,097	1.62%	
8. Technician - Wolfram speaks the language	1,087	1.61%	
9. Technician - 'Playboys' visit sparks words of support and	880	1.30%	
10. Technician - Football, Basspack compete on Lake Wheeler	868	1.28%	

Visits by Referral

Dimension: Source	Visits	Visits	Source contribution to total:
1. facebook.com	1,413	15.29%	
2. ncsu.edu	1,142	12.36%	
3. stumbleupon.com	898	9.72%	
4. ncstate.rivals.com	533	5.77%	
5. myespn.go.com	306	3.31%	
6. mbd.scout.com	275	2.98%	
7. news.ncsu.edu	255	2.76%	
8. news.google.com	250	2.70%	
9. google.com	213	2.30%	
10. technicianonline.com	203	2.20%	

files.technicianonline.com

754 Pageviews



Friday, March 13, 2009

142 pageviews

[Hillsborough Street Renaissance Interactive Map](#)

142 pageviews (100%)

Monday, March 16, 2009

365 pageviews

[Hillsborough Street Renaissance Interactive Map](#)

365 pageviews (100%)

Pageviews by Content

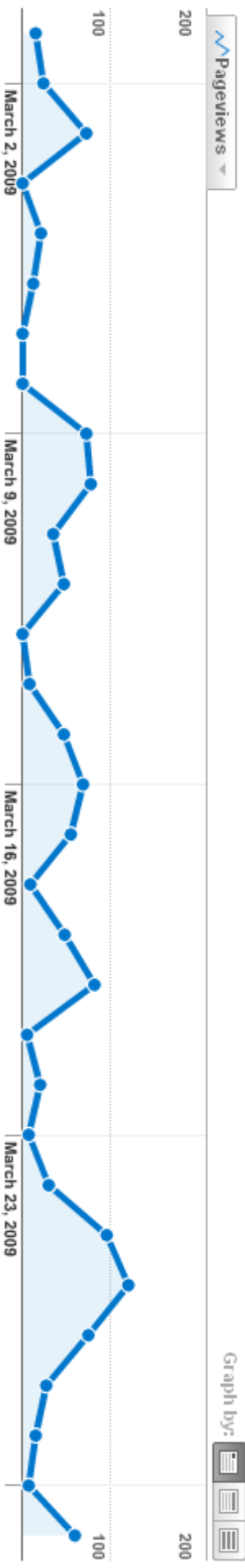
Page	Pageview	Pageviews	Page contribution to total:
1. /HSREN/	699	92.71%	<p>92.71%</p>
2. /dogcassidy/	35	4.64%	
3. /fall08graduation/	7	0.93%	
4. /sarahpalm/	4	0.53%	
5. /debateshow/	2	0.27%	
6. /wordpress/	2	0.27%	
7. /wordpress/?p=157&preview=true	2	0.27%	
8. /ncsuvmiami/	1	0.13%	
9. /ncsuwrutgers/	1	0.13%	
10. /wordpress/?p=154&preview=true	1	0.13%	

Visits by Referral

Dimension: Source	Visits	Visits	Source contribution to total:
1. technicianonline.com	347	85.89%	<p>85.89%</p> <p>6.93%</p>
2. facebook.com	28	6.93%	
3. ncsu.edu	14	3.47%	
4. twitter.com	6	1.49%	
5. mail.google.com	3	0.74%	
6. stumbleupon.com	3	0.74%	
7. new.facebook.com	1	0.25%	
8. webmail.att.net	1	0.25%	
9. webmail.netzero.net	1	0.25%	

reprints.technicianonline.com

1,159 Pageviews

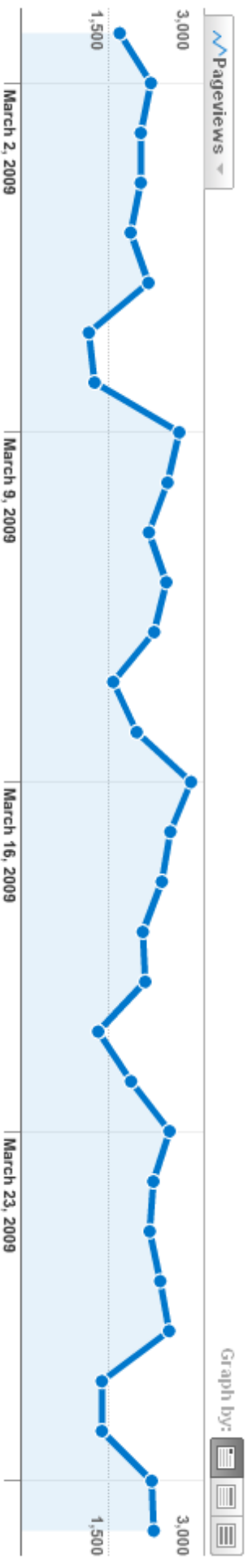


Pageviews by Content

Page	Pageview	Pageviews	Page contribution to total:
1. /cgi-bin/fotobroker.cgi	268	23.12%	
2. /cgi-bin/fotobroker.cgi?c=start.htm	156	13.46%	
3. /cgi-bin/fotobroker.cgi?s=&t=&c=latest-new.htm&b=ph	71	6.13%	
4. /cgi-bin/fotobroker.cgi?s=&t=&c=start.htm&b=photo_ol	55	4.75%	
5. /cgi-bin/fotobroker.cgi?i=&c=c12.htm	55	4.75%	
6. /cgi-bin/fotobroker.cgi?s=&t=&c=latest-new.htm&op_k	48	4.14%	
7. /cgi-bin/fotobroker.cgi?s=&t=&c=c13.htm&category=Si	35	3.02%	
8. /cgi-bin/fotobroker.cgi?s=&t=&c=latest-new.htm&b=ph	33	2.85%	
9. /cgi-bin/fotobroker.cgi?s=&t=&c=c13.htm&category=A.	31	2.67%	
10. /cgi-bin/fotobroker.cgi?show=1-10&a=&s=&c=latest-n	28	2.42%	

wknc.org

65,060 Pageviews



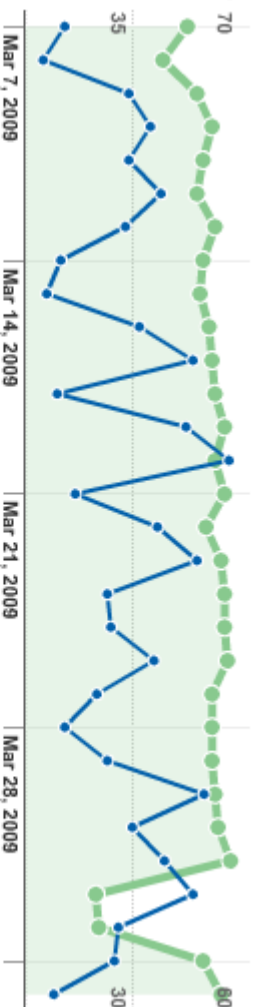
Pageviews by Content

Page	Pageview	Pageviews	Page contribution to total:
1. /	16,588	25.50%	<p>Page contribution to total:</p> <ul style="list-style-type: none"> /: 25.50% /studio/: 23.61% /studio/: 18.33% /studio/search.php: 11.28% /music/browse.php: 5.76% /music/schedule.php: 5.06% /music/report/: 3.745% /studio/search.php: 3.289% /music/browse.php: 2.70% /blog/: 2.399% /contact/: 1.599% /index.php: 1.036% 422: 0.65%
2. /studio/	15,363	23.61%	
3. /listen/	7,340	11.28%	
4. /music/schedule.php	3,745	5.76%	
5. /music/report/	3,289	5.06%	
6. /studio/search.php	2,039	3.13%	
7. /music/browse.php	1,759	2.70%	
8. /blog/	1,554	2.39%	
9. /contact/	1,036	1.59%	
10. /index.php	422	0.65%	

Visits by Referral

Dimension:	Source	Visits	Visits	Source contribution to total:
1.	wknc.org	2,130	43.06%	
2.	images.google.com	394	7.96%	
3.	twitter.com	285	5.76%	
4.	facebook.com	267	5.40%	
5.	wknc.ncsu.edu	136	2.75%	
6.	google.com	118	2.39%	
7.	en.wikipedia.org	105	2.12%	
8.	music.nyc.com	74	1.50%	
9.	ontheradio.net	73	1.48%	
10.	radio-locator.com	54	1.09%	

Feed Stats Dashboard



Blog RSS Statistics

◆ **58** subscribers (on average) ⓘ

◆ **28** reach (on average) ⓘ

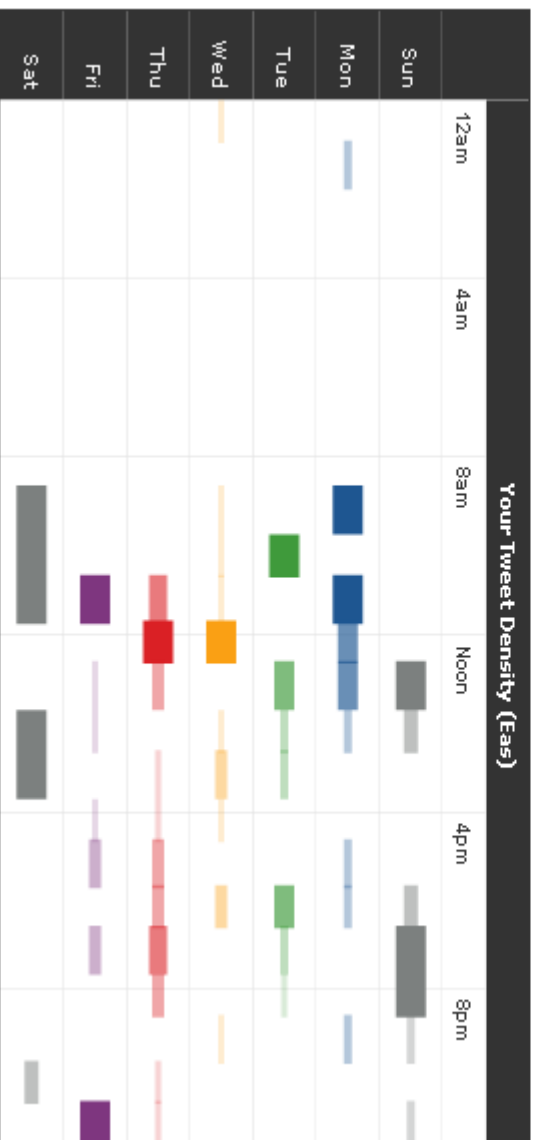
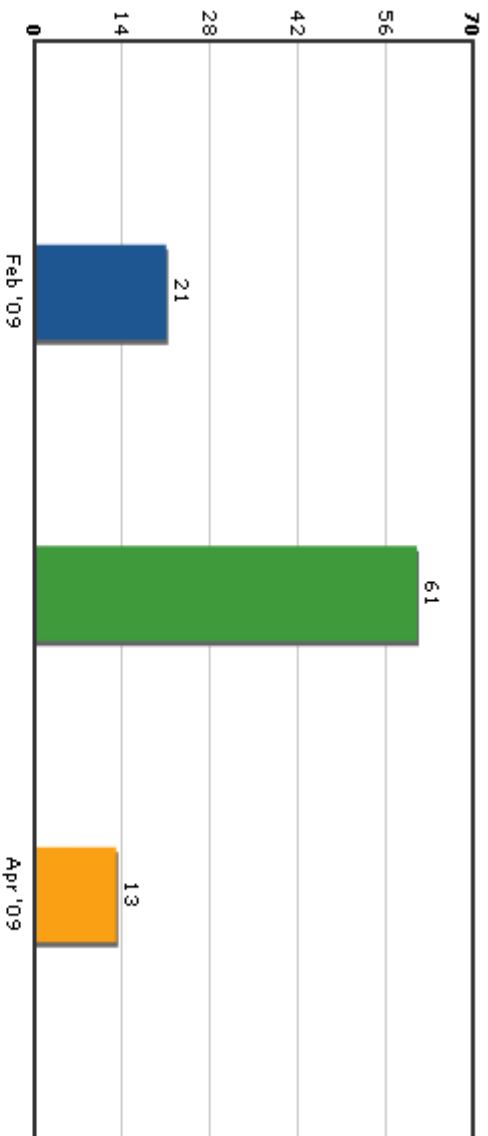
Saturday, March 07 – Sunday, April 05

Subscribers is an approximate measure of the number of individuals currently subscribed to the feed. [More info...](#)

Reach is the total number of people who have taken action — viewed or clicked — on the content in your feed. [More info...](#)

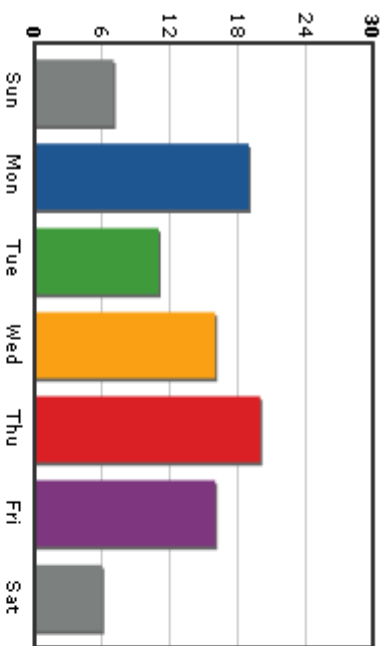
Twitter Statistics

Your Tweet Timeline - 2.6 tweets per day (tpd)

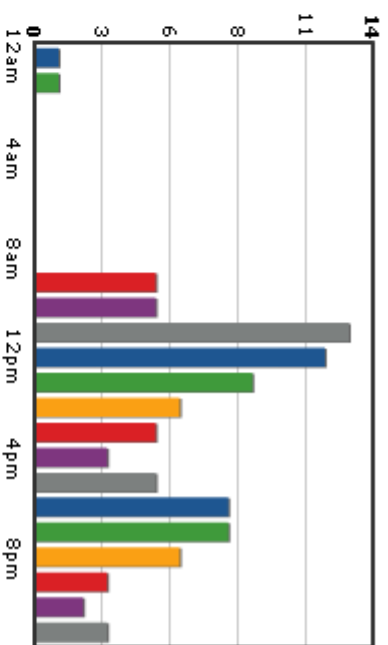


Twitter Statistics (Continued)

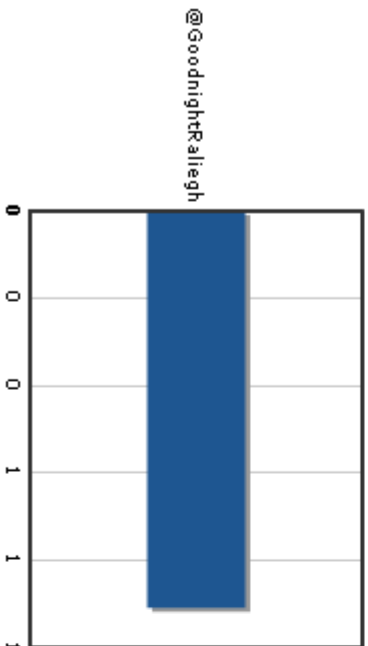
Aggregate Daily tweets



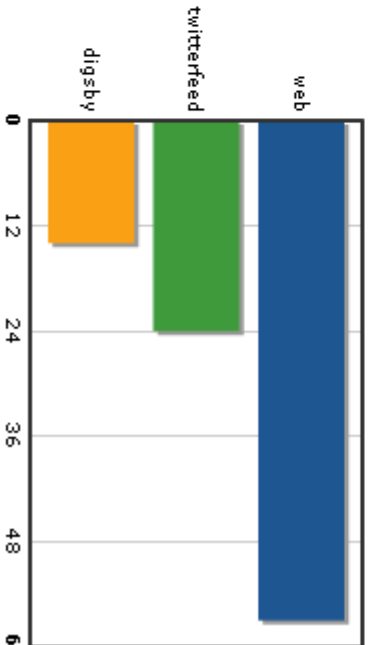
Aggregate Hourly tweets (Eas)



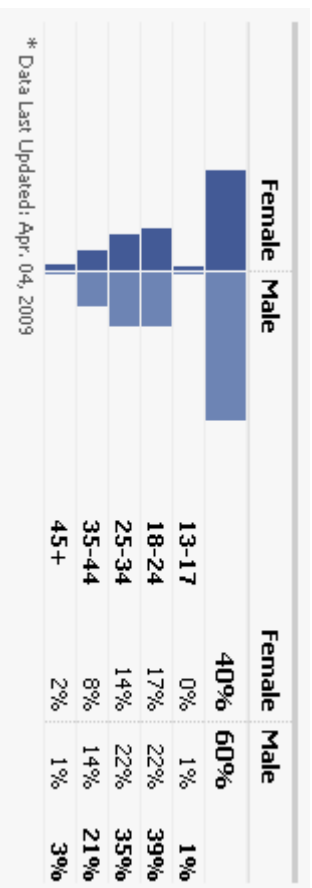
Replies To (@'s - 1.05% of total tweets)



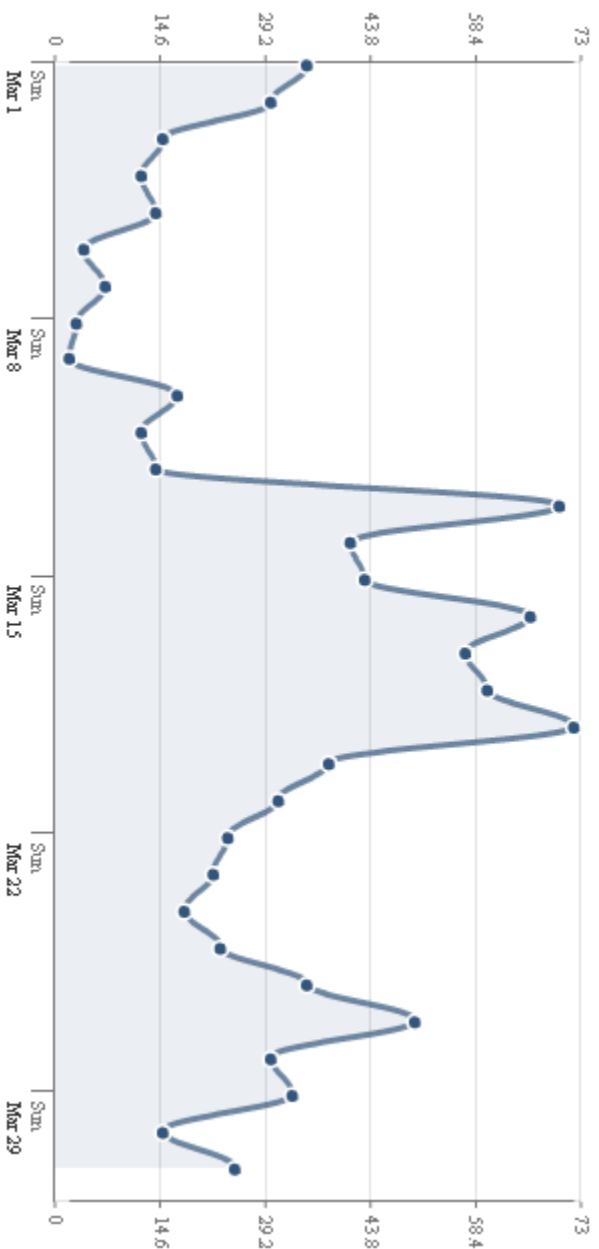
Interface Used



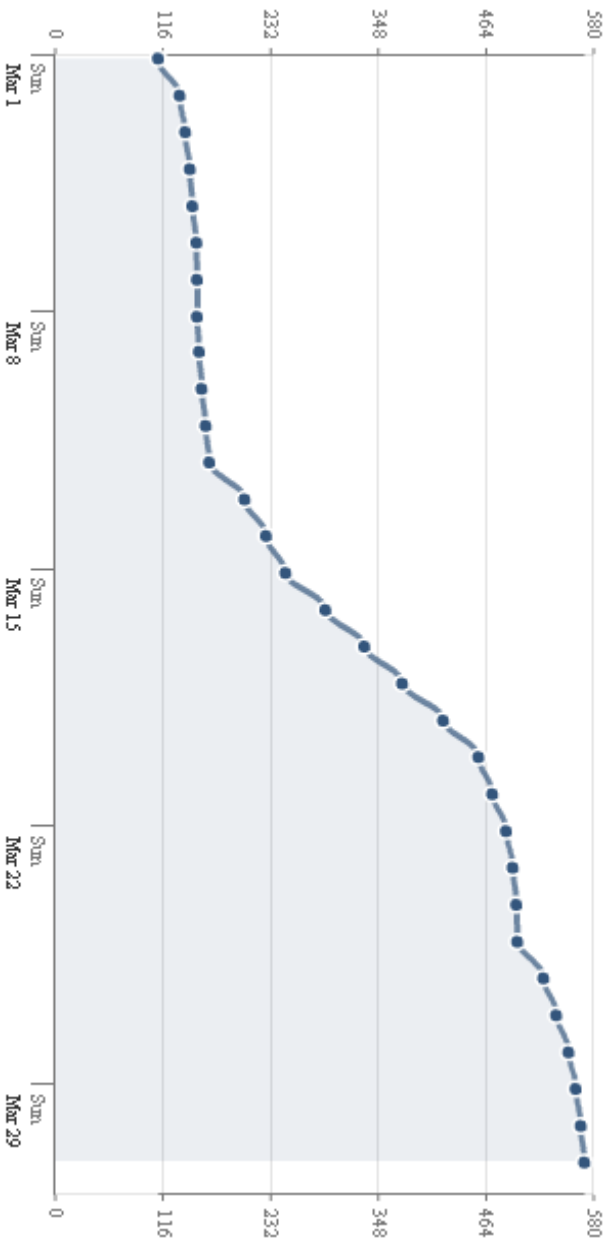
Facebook Demographics



Facebook Pageviews

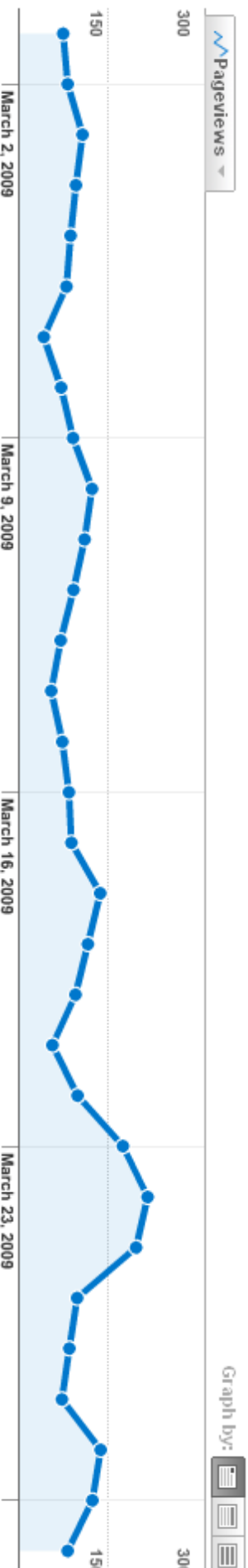


Facebook Fans



nubian.ncsu.edu

3,118 Pageviews



Monday, March 23 – Wednesday March 25, 2009

492 pageviews

[Reality show 'Candy Girls' explores the lives of the 'first ladies of hip-hop'](#)

67 pageviews (11%)

[The Race for Student Body President: Candidates discuss diversity, campus knowledge](#)

67 pageviews (11%)

[Student Body President: Candidate Extended Interviews](#)

23 pageviews (3.89%)

Pageviews by Content

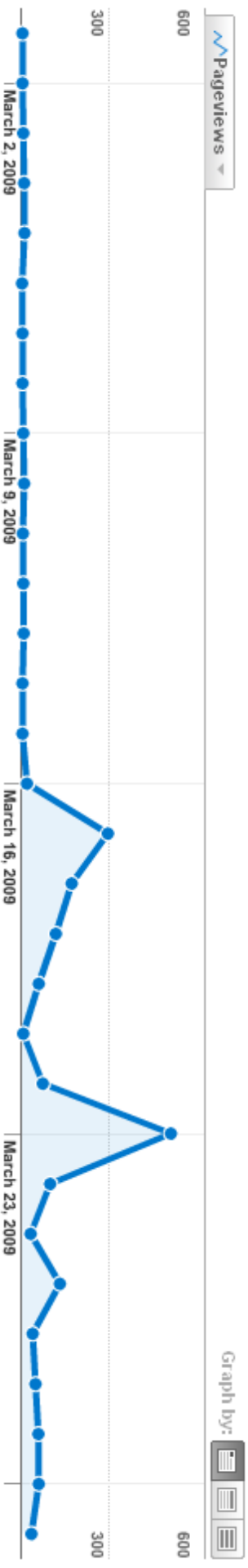
Page Title	Pageview	Pageviews	Page Title contribution to total: Pageview
1. Nubian Message	366	11.74%	
2. Nubian Message - Really show 'Candy Girls' explores the	179	5.74%	
3. Nubian Message - The Battle between Relaxed and Nature	159	5.10%	
4. Nubian Message - Winterize Your Hair	120	3.85%	
5. Nubian Message - The images of black beauty taint black v	100	3.21%	
6. Nubian Message - News	93	2.98%	
7. Nubian Message - Ae	90	2.89%	
8. Nubian Message - The Race for Student Body President: C	84	2.69%	
9. Nubian Message - About	74	2.37%	
10. Nubian Message - African-American Fashion Fair: The Afr	73	2.34%	

Visits by Referral

Dimension: Source	Visits	Visits	Source contribution to total: Visits
1. google.com	19	14.18%	
2. lib.ncsu.edu	15	11.19%	
3. news.ncsu.edu	7	5.22%	
4. 152.1.91.24	6	4.48%	
5. searchservice.myspace.com	5	3.73%	
6. facebook.com	4	2.99%	
7. ncsu.edu	3	2.24%	
8. us.mg2.mail.yahoo.com	3	2.24%	
9. 74.125.47.132	2	1.49%	
10. epp.bronto.com	2	1.49%	

wolftv.ncsu.edu

1,821 Pageviews



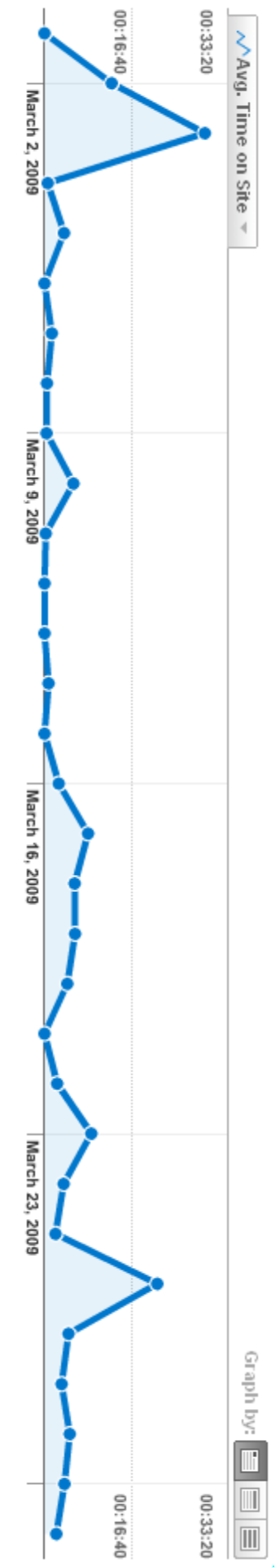
Pageviews by Content

Page	Pageview	Pageviews	Page contribution to total:
1. Awoolftv/	1,037	56.95%	<p>26.29%</p> <p>56.95%</p>
2. Awoolftv/2009/03/19Awoolf-tv-student-body-president-de	59	3.24%	
3. Awoolftv/about/	38	2.09%	
4. Awoolftv/category/around-campus/	36	1.98%	
5. Awoolftv/?p=170&preview=true	34	1.87%	
6. Awoolftv/category/around-campus/special-reports/	32	1.76%	
7. Awoolftv/2009/03/23Awoolf-tv-live-at-stop-debate/	28	1.54%	
8. Awoolftv/calendar-of-events/	27	1.48%	
9. Awoolftv/category/doomstink/	27	1.48%	
10. Awoolftv/category/music/	24	1.32%	

Visits by Referral

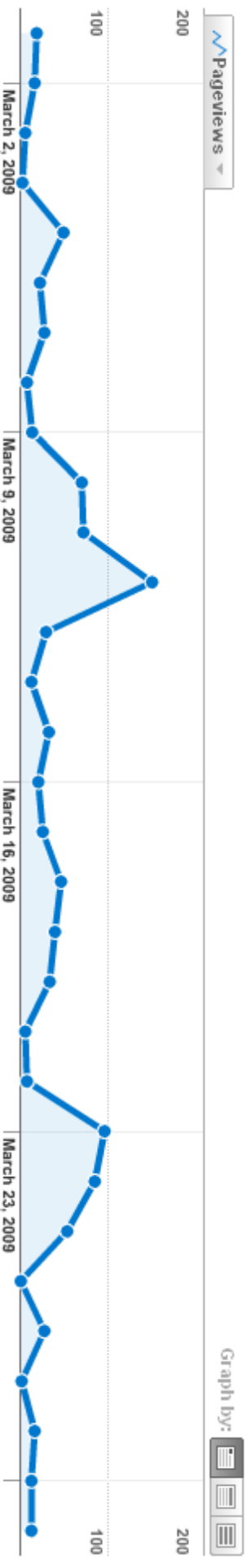
Dimension:	Source	Visits	Visits	Source contribution to total:
1.	facebook.com	115	53.99%	<p>Source contribution to total: Visits</p>
2.	wknc.org	29	13.62%	
3.	comtech.ncsu.edu	14	6.57%	
4.	152.1.91.24	5	2.35%	
5.	csc2.ncsu.edu	5	2.35%	
6.	mail.google.com	4	1.88%	
7.	oit.ncsu.edu	4	1.88%	
8.	stumbleupon.com	3	1.41%	
9.	us.mc541.mail.yahoo.com	3	1.41%	
10.	calendar.activetax.com	2	0.94%	

Average Time on Site



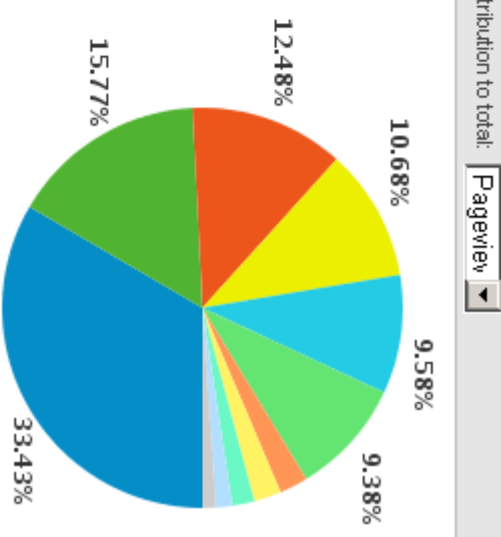
windhover.ncsu.edu

1,002 Pageviews



Pageviews by Content

Page	Pageview	Pageviews	Page contribution to total: Pageview
1. Awindhover/	335	33.43%	33.43%
2. Awindhover/?updates=	158	15.77%	15.77%
3. Awindhover/?submissions=	125	12.48%	12.48%
4. Awindhover/2009.php	107	10.68%	10.68%
5. Awindhover/?awards=	96	9.58%	9.58%
6. Awindhover/?multimedia=	94	9.38%	9.38%
7. Awindhover/2009.php?updates=	23	2.30%	2.30%
8. Awindhover/2009.php?submissions=	22	2.20%	2.20%
9. Awindhover/2009.php?multimedia=	18	1.80%	1.80%
10. Awindhover/2009.php?awards=	13	1.30%	1.30%



	March 2009	February 2009	%Δ	March 2008	%Δ
technicianonline					
Visits	29,210	34,379	-15.04%	n/a	n/a
Pageviews	67,628	76,765	-11.90%	n/a	n/a
Pages/Visit	2.32	2.23	4.04%	n/a	n/a
Bounce Rate	61.55%	64.11%	-3.99%	n/a	n/a
Avg Time on Site	00:01:46	00:01:39	7.07%	n/a	n/a
New Visits	60.73%	62.75%	-3.22%	n/a	n/a
files.technicianonline					
Visits	457	13	3415.38%	n/a	n/a
Pageviews	754	14	5285.71%	n/a	n/a
Pages/Visit	1.65	1.08	52.78%	n/a	n/a
Bounce Rate	87.96%	92.31%	-4.71%	n/a	n/a
Avg Time on Site	00:01:06	00:00:55	20.00%	n/a	n/a
New Visits	80.09%	84.62%	-5.35%	n/a	n/a
reprints					
Visits	128	182	-29.67%	n/a	n/a
Pageviews	1,159	1,653	-29.89%	n/a	n/a
Pages/Visit	9.05	9.08	-0.33%	n/a	n/a
Bounce Rate	14.84%	14.84%	0.00%	n/a	n/a
Avg Time on Site	00:02:01	00:02:14	-9.70%	n/a	n/a
New Visits	83.59%	91.21%	-8.35%	n/a	n/a
wknc.org					
Visits	21,807	23,707	-8.01%	14,688	48.47%
Pageviews	65,060	73,217	-11.14%	35,851	81.47%
Pages/Visit	2.98	3.09	-3.56%	2.44	22.13%
Bounce Rate	43.42%	41.79%	3.90%	58.71%	-26.04%
Avg Time on Site	00:04:10	00:04:32	-8.09%	00:04:09	0.40%
New Visits	47.80%	44.44%	7.56%	44.26%	8.00%
nubian.ncsu.edu					
Visits	2,197	1,794	22.46%	n/a	n/a
Pageviews	3,118	3,010	3.59%	n/a	n/a
Pages/Visit	1.42	1.68	-15.48%	n/a	n/a
Bounce Rate	87.16%	83.11%	4.87%	n/a	n/a
Avg Time on Site	00:01:40	00:00:48	108.33%	n/a	n/a
New Visits	80.38%	78.04%	3.00%	n/a	n/a
wolftv					
Visits	556	87	539.08%	n/a	n/a
Pageviews	1,821	122	1392.62%	n/a	n/a
Pages/Visit	3.28	1.40	134.29%	n/a	n/a
Bounce Rate	53.24%	75.86%	-29.82%	n/a	n/a
Avg Time on Site	00:05:47	00:01:09	402.90%	n/a	n/a
New Visits	22.48%	31.03%	-27.55%	n/a	n/a
windhover					
Visits	178	85	109.41%	n/a	n/a
Pageviews	1,002	508	97.24%	n/a	n/a
Pages/Visit	5.63	5.98	-5.85%	n/a	n/a
Bounce Rate	21.91%	23.53%	-6.88%	n/a	n/a
Avg Time on Site	00:01:33	00:01:21	14.81%	n/a	n/a
New Visits	29.78%	38.82%	-23.29%	n/a	n/a